Jordan
Welcomes You!
Naples
Tiranë
BULGARIA
BLACK SEA
El'brus
KYRGYZSTAN
XINJIANG UYGUR
ITALY
İstanbul
GEORGIA
Tbilisi
UZBEKISTAN
Toshkent
Palermo
Bursa
Ankara
Yerevan
AZERBAIJAN
Amu Darya
Dushanbe
TUNISIA
Etna
Athens
İzmir
TURKEY
CASPIAN SEA
TURKMENISTAN
Ashgabat
Nanga Parbat
GREECE
Konya
Gaziantep
Mashhad
Adana
Kābul
Tripoli
SYRIA
Tehrān
Tigris
MEDITERRANEAN SEA
Beirut
IRAN
AFGHANISTAN
Lahore
Euphrates
Baghdād
Damascus
Faisalābād
Multān
Alexandria
Jerusalem
JORDAN
IRAQ
PAKISTAN
INDIA
Cairo
KUWAIT
Indus
LIBYA
Manama
Karāchi
EGYPT
Doha
Aswān
Riyadh
UAE
Masqat
SAHARA
SAUDI ARABIA
LIBYAN DESERT
Jiddah
Mecca
Nile
OMAN
CHAD
Khartoum
ERITREA
Sanaa
YEMEN
Asmera
ARABIAN SEA
SUDAN
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OVERVIEW
Media Relations
Foreign Media
Interview Techniques
On-Camera Interviews
Embedded Media
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Working with Media to Get Your Message Out

MAJ Mansour Al - Sarhan

AGENDA

Working with Media

Operational Perspectives

The Value of Public Information

OBJECTIVES

Build understanding of media and it's importance

Present techniques for working with media

Key concepts

The Communications Model

Media Perspectives

- **Conflict attracts media attention**
- **Project a positive image**
- **Negative images are harmful**
- **Be open with the media**

The media is always present

- **All news is related to conflict**
- **24/7 Media - reporting in real time**
- **Global reach and impact**

Impact of the Media

- **Instant reporting**
- **The ‘CNN’ and ‘Al Jazeera’ effects**
- **The first media reports are not always accurate**
- **Verify facts before responding**

Event + Media = Strategic Impact

Casualties

- **Immediate local impact, possible international Impact**
- **Media will not wait for the results of investigations**

“We are investigating the incident, and will report the facts as they become available.”

Event + Media = Strategic Impact

Misbehavior

- **Immediate local and international impact**
- **Damages your image around the world**
- **Trust of local population lost**

Event + Media = Strategic Impact

Assisting local community

- **Immediate positive image reinforces American presence**
- **Local population trust of the U.S.A.**

Important Guidelines

- **You do not have to talk if you do not want**
- **Answer questions about your own work**
- **Be positive about your role**
- **Speak with respect and sympathy about local people**

Guidelines on Media

- ✓ **You are an Ambassador**
- ✓ **Know who you're speaking with**
- ✓ **Report media contact**

Avoid

- ☒ **Addressing questions you are not authorized to answer**
- ☒ **Speculating about what you think about the situation**
- ☒ **Speak of things you don’t know about or is not your responsibility**

Do

- **Refer to the experts, if you don't know the answers**
- **Be brief and precise**
- **Stick to the facts**
- **Be polite**

Summary

- ✓ **The media plays an important role**
- ✓ **Project positive images through the media**

Working with Foreign Media

MAJ Mansour Al - Sarhan

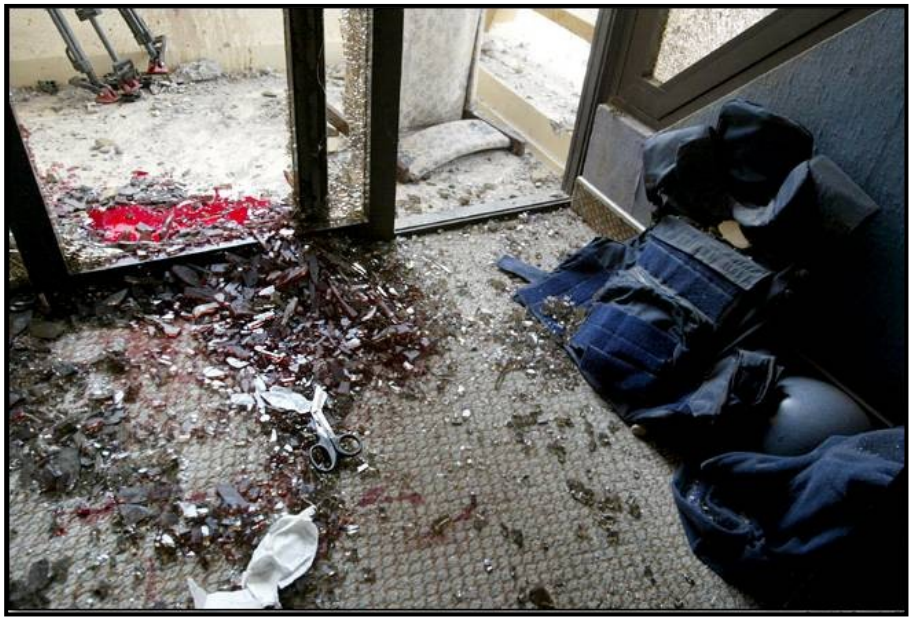
OBJECTIVES

- ✓ **Help you accomplish your mission and work with foreign media.**
- ✓ **To create understanding and save lives.**
- ✓ **To help you present a good impression of your operations and country.**

Challenges

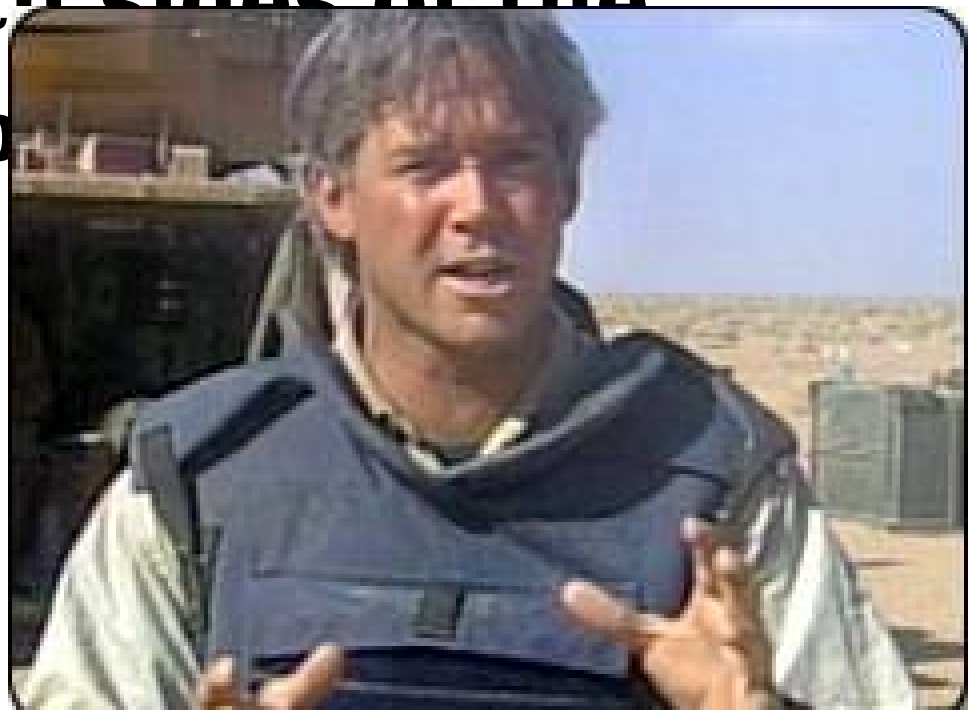
Iraqi situation extremely complicated

- **Fatal accidents**
- **Every day civilians, soldiers are killed.**

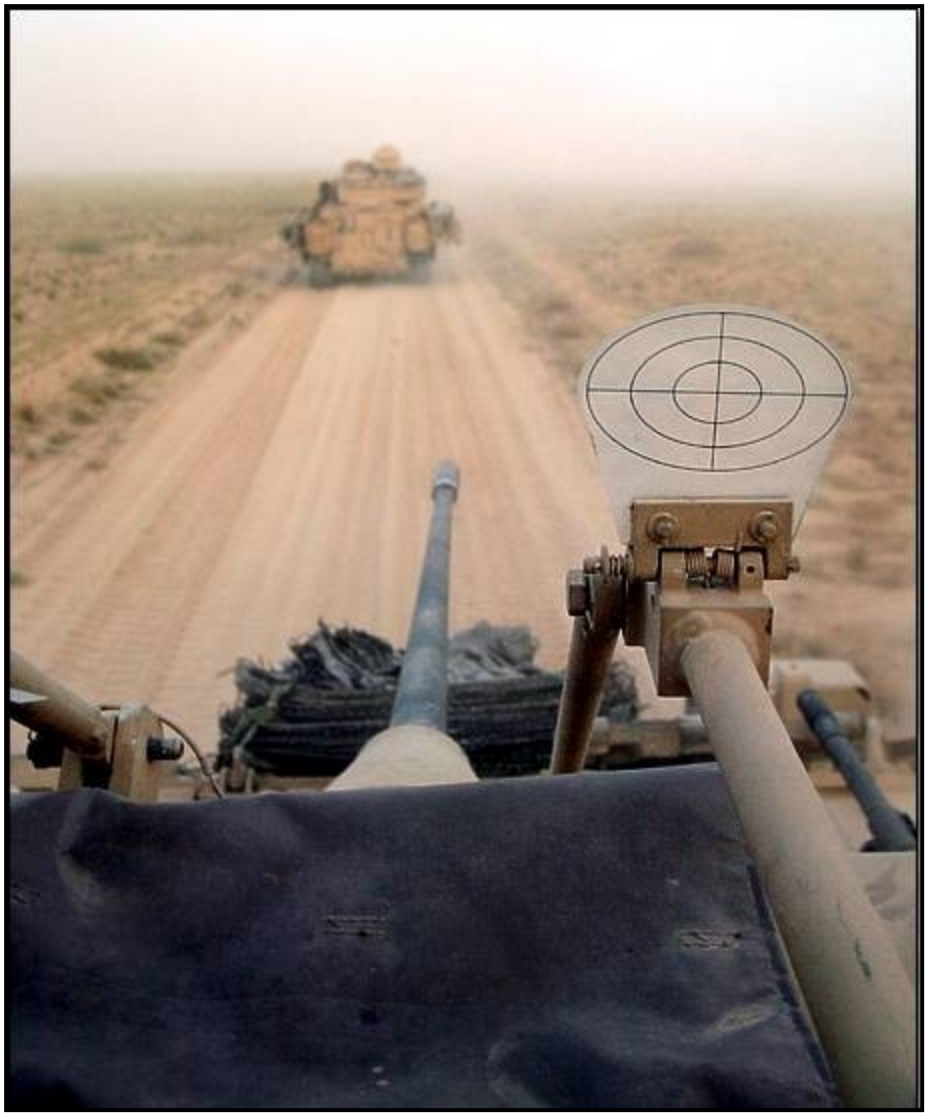


Unbiased coverage

- **Media take an important role in society**
- **Should tell both sides of the story in an unb**



Perceptions



- **American media is controlled and provides only positive coverage**
- **The reality is… all media bring a certain bias to their reporting**
- **It is human – not malicious**

Iraqi reporters

- **Arab media are also Iraqis, so we have to deal with them very carefully.**
- **Much of their reporting concerns relatives**
- **They represent Arab opinion**

Arab Media

- **The most important media in Arab world:**
  - **Al-jazeera**
  - **Al-Arabiah**
- **All the Arabs from different places watch those two channels which represent for them the truth – nothing but the truth.**

Important issues
The Oil Issue

The ‘West’ and ‘Islam’
Important issues

Important Issues

Important issues

The media are representatives of a part of society

Communication is vital

- **Use Arab reporters to give the Arab societies a good and clear view about what you represent**
- **And what you do to help Iraq and the Iraqi people.**

Credibility is Key

- **Deal with foreign media honestly**
- **“We cannot hide the sun with both han**

Provide access

- **Invite foreign media to witness your programs, activities and accomplishments**
- **Avoid letting death, killing, chasing criminals dominate perceptions of your presence.**
- **Leave Iraq feeling proud of what you did**

A noble cause

- **Your objective – providing all the Iraqi with electricity, water, food, medicine and security**
- **Leaving your families for a noble reason**
- **A free Iraq**

Trinitron
Frequently Asked Questions
“Why are you here?!”

Frequently asked ‘Q’s

- **“How long are you going to stay here?”**
- **“When will you finish your mission?”**
- **“Are you here for Oil?”**
- **“Are you here to kill people?”**
- **“How do you feel about what is happening?”**
- **“Are you missing your home and your family?”**

Reshaping Perspectives

- ✓ **The answers for these questions need to reflect the real American view**
- ✓ **Attract foreign media**
- ✓ **Keep in mind the world audience when telling the story of U.S. operations**

Questions
&
Discussion